

REMARKS/ARGUMENTS:

This application has been reviewed in light of the Office Action mailed on March 5, 2009. Claims 1, 3-9 and 12-19 are pending in the application with Claims 1 and 12 being in independent form. By the present amendment, Claim 12 has been amended. Support for the amendments can be found throughout Applicants' specification, such as in Figure 3 and at page 4, lines 20-22. No new matter or issues are believed to be introduced by the amendments.

Claims 1, 3, 7-9, 12, 13 and 17-19 are rejected under 35 U.S.C. §103(a) as being unpatentable over Horsten (WO 03/079318) in view of Connor (US 7,015,991). The rejection is respectfully traversed.

Claim 1 recites, *inter alia*, as follows:

“...a further polarizing mirror and color generating means, wherein the **further polarizing mirror is between an electro-optical layer of the display device and the color generating means** including a backlight... (Emphasis added.)

Claim 1 is directed to a polarizing mirror for viewing purposes where the polarizing mirror has a further polarizing mirror. The further polarizing mirror is positioned between the electro-optical layer of the display device and the color generating means. Neither Horsten nor Connor, either take independently or in combination thereof, teach the above recited feature of claim 1.

That is, Horsten discloses a polarizing mirror 16 which is located between the display 11 having liquid crystal material between two substrates and an optical element 12, which is a $1/2\lambda$ plate. The Horsten $1/2\lambda$ plate 12 does not include a backlight, or liquid crystal material between two substrates, rather it is the Horsten display 11 that includes a backlight, or liquid crystal material between two substrates; and this Horsten display 11 is NOT next to the viewing side or

next to the first plane 2 on the viewing side, as recited in claim 1.

Connors discloses a prefilter 52 between an illumination system 54 having a light source 55 (color generating means) and an LCD 56. Prefilter 52 is made from holographic materials such as dichromated gelatin (DCG). The prefilter 52 is not a polarizing mirror and, as such, Connor does not disclose a polarizing mirror between a color generating means and a electro-optical layer of the display device.

Additionally, in the Office Action, the Examiner states:

Horsten lacks reference to the color generating means. Conner teaches a color generating means (55; abstract) with a polarization mirror positioned between an electro-optical layer and color generating means including a backlight (Fig. 2). Conner shows a backlight divorced from the body of the LCD to allow for enhanced color display. It would have been obvious to one of ordinary skill in the art at the time the invention was made to **have the Horsten invention include the positioning of the backlight for the purpose of providing an enhanced color display.** (emphasis added by Applicants.)

Applicants respectfully submit that one of ordinary skill in the art at the time the invention was made would not have known that including the positioning of the backlight as taught by Conner would provide an enhanced color display as concluded by the Examiner. The Examiner's statement is based on hindsight.

Accordingly, for at least the above reasons, amended independent claim 1 is believed to be distinguishable from the applied combination of Horsten and Connor for at least the reasons described above.

Amended independent claim 12, is substantially similar to independent claim 1, and, due to such similarities, is also believed to be distinguishable from the applied combination of Horsten and Connor for at least the reasons described above.

Claims 3, 7-9, 13 and 17-19 depend from one of independent claims 1 and 12, and, at least due to such dependency, are believed to be distinguishable from the applied combination of Horsten and Connor for the reasons described above with regard to independent claims 1 and 12.

Accordingly, withdrawal of the above §103 rejection to claims 1, 3, 7-9, 12, 13 and 17-19 and allowance thereof are respectfully requested.

Claims 4-6 and 14-16 are rejected under 35 U.S.C. §103(a) as being unpatentable over Horsten (WO 03/079318) in view of Connor (US 7,015,991) as applied to claims 1 and 12 above and further in view of Yoo (US 2004/0036672)

Claims 4-6 and 14-16 depend from one of independent claims 1 and 12, and, at least due to such dependency, are believed to be distinguishable from the applied combination of Horsten and Connor. The Examiner does not rely on Yoo to overcome the above-described deficiencies of Horsten and Connor. Accordingly, the withdrawal of the rejection under 35 U.S.C. §103(a) with respect to Claims 4-6 and 14-16 and allowance thereof are respectfully requested.

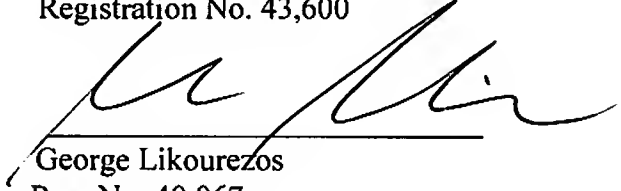
In view of the foregoing amendments and remarks, it is respectfully submitted that all Claims presently pending in the application, namely, Claims 1, 3-9 and 12-19, are believed to be in condition for allowance.

If the Examiner should have any questions concerning this communication or feels that an interview would be helpful, the Examiner is requested to contact the undersigned.

Respectfully submitted,

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